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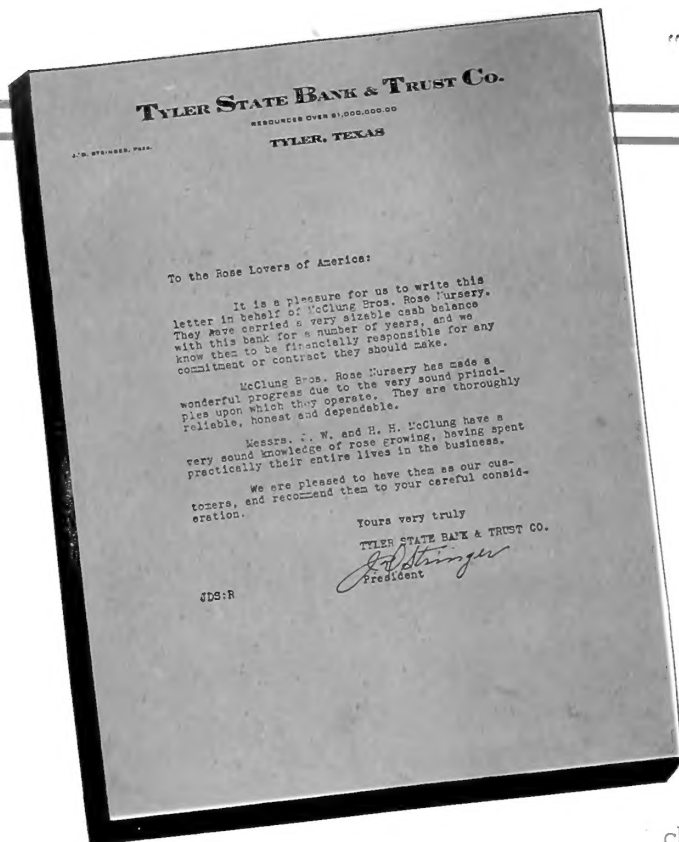




DICKSON'S RED — See Page 9

HINTS ON

*Care and Culture*  
OF ROSES



"Roses are the Poetry of Earth as the Stars are the Poetry of Heaven."

## The Reliability of a Nurseryman Should Be Your First Consideration!

This is the thought we have been bringing to you for a number of years, and in all these years it has never been so important as it is today, with chain grocery stores, department, drug and five-and-ten-cent stores selling roses.

We ask you, "What can you expect when you buy roses from those merchants?"

True enough, you don't pay much for them, but it occurs to us that if you buy roses, plant, fertilize, spray and cultivate them, that you are at least entitled to be rewarded for your efforts with strong, vigorous plants that will produce beautiful blooms.

However, we are again this season, quoting chain store prices and grades and if you want chain store roses, we can supply them.

Please refer to our price and grade classification below.

### OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

### OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than \$1.00, unless 25 cents extra is included for packing and postage.

### REFERENCES

Chamber of Commerce. Peoples National Bank.  
Tyler State Bank & Trust Co. Citizens National Bank.  
... or any other business house of Tyler, Texas.  
Also our customers (names of some near you sent on request).

### Special Group Prices to Garden Clubs

Because it is easier to handle large orders than small ones, we can afford to make special reductions in prices to Garden Clubs whose members group their orders, or to any number of Rose-lovers who group together for the purpose of securing favorable prices on Roses. If one hundred or more Roses are ordered to be shipped at one time, you are entitled to the 100-lot price, less Garden Club discount.

## McCLUNG'S PRICES and GRADES



No. 1 HEAVY

This year, to meet the demand for cheaper roses, we are pricing our roses in three groups: No. 1. These are our extra heavy, two-year-old, field grown and field budded roses. (See Fig. 1.) Our No. 2 plants are two-year-old field grown, but are not any way near as heavy as our No. 1. (See Fig. 2.) Our No. 3 plants are the same quality as those being offered by the chain stores.

There is a vast difference in the quality of roses even though they are two-year-old and field grown and we cannot impress upon you too strongly the value and economy in buying our No. 1 plants. It has been our experience, over a long period of time, that the difference in price is so small and the chances for success are so much greater, that it just does not pay to buy inferior roses. If you want good roses that will live and bloom, then buy our No. 1 plants.



No. 2 LIGHT

### PREPAID PRICES ON McCLUNG ROSES

(Except Patented Varieties)			
	Each	Per Dozen	Per 100
No. 1—Hardy, two-year-old. Heavy grade	\$0.25	\$2.50	\$20.00
No. 2—Hardy, two-year-old. Light grade	.19	1.90	15.00
No. 3—Chain store grade. Extra light	.10	1.00	8.00

# McClung Bros. Roses Come From the Famous East Texas Fields, the Largest Rose Growing Center in the United States

**LOCATION:** McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 9, right in the very heart of the largest rose growing section of the United States. Here, the climate and soil are most ideal for producing the healthy, hardy plants that bear our label.

If nearby, visit our nurseries! You're always welcome. Should you care to phone us, our number is 9070-F4. We may be reached by Long-distance Call at this number.

**TWO-YEAR-OLD PLANTS:** McClung Bros. ship only two-year-old field grown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants.

**UNDERSTOCK:** All McClung Bros. roses are budded on vigorous, disease-resisting understock, *Rosa multiflora japonica*. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

**ROSES BY THE CARLOAD:** McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardiest sorts, as described in this catalog.

**PACKING AND SHIPPING:** Our roses are packed in tightly wrapped, heavy kraft paper or burlap and are guaranteed to reach you in good, fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility.

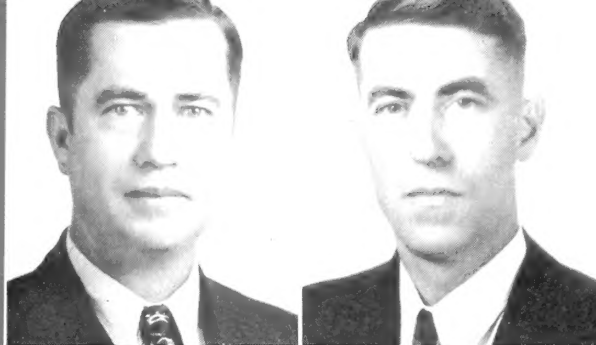
**BUY DIRECT FROM THE GROWERS:** It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesmen or order takers. You deal direct with the grower, when ordering from us, thereby eliminating the extra profit of commission added by salespeople. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants.

**GARDEN CLUB OFFERS:** If you have no Garden Club or Rose Society in your community, why not organize one? The American Rose Society of Harrisburg, Pennsylvania, will gladly assist you. Also, by ordering 100 or more Roses at one time, we will quote you special prices.

The Rose-garden movement is one of the fastest growing movements in America today. Divert your mind from the cares of the world and your own sphere of life by having your own Rose-garden, and even by working it yourself as a hobby. Thousands do.

**OUR GUARANTEE—TERMS AND FINANCIAL RESPONSIBILITY:** Read these carefully—satisfy yourself, then mail us your order today.

**THROUGH DUPLICATION** of names you are likely to receive more than one of our catalogs. If such is the case we would certainly appreciate it if you would give one copy to your neighbor.



H. H. McCLUNG

J. W. McCLUNG



Our main office, located right in the heart of our growing fields. Here your orders are received, checked, and dispatched to our field men. All orders shipped same day received.



Our packing and shipping rooms. The trucks from the field bring your roses right into the building. Here they are again checked, inspected carefully, packed and sent on to you.

Below: One of our main fields. Growing about 250,000 roses. The tractor illustrates our modern method of rose cultivation.



## McCLUNG BROS. ROSE NURSERY

J. W. McCLUNG and H. H. McCLUNG, Owners

ROUTE 9 » PHONE 9070-F4 » TYLER, TEXAS

# Hints on CARE and CULTURE of ROSES

There is no other business so fraught with sentiment, or that has the peculiar lasting fascination, as the business of Rose growing. We have always been among Roses, where they ran riot along the fences, clambered up the front gallery, and covered the trellises with a wealth of bloom and fragrance. "He who would have beautiful Roses in his garden must have beautiful Roses in his heart." There is no greater refining influence in Nature than that imparted in the cultivation of the beautiful in tree, shrub, and flower. The hearts of children are more closely bound to the sweet and pure ties of home if that home is embowered with leafy surroundings and fragrant flowers. The children will grow up and go out from these homes with Roses in their hearts to bless the world.

## LOCATION

Select a sunny location where water does not stand after a rain, and as far away as possible from large trees and shrubs, as the roots of these usually extend farther than the branches, and sap the ground for a considerable distance. Do not plant on ground where roses or other trees have grown old and died. A sandy loam soil is best with a clay sub-soil but roses will do well in almost any soil if it is well fertilized, drained and cultivated. If the only available site is damp or soggy all the time, drain it with tiles or stones laid at the edge of the beds.

## PREPARATION OF THE SOIL

If possible, have the beds plowed or spaded as deep as 12 to 18 inches, turning the top soil under and thoroughly pulverizing the soil a week or more before planting in order to let it settle.

## PLANTING

Open the package of roses as soon as they arrive and plant at once or dig a trench and cover the roots with moist or wet dirt and the tops with straw or burlap to prevent drying out. Prune off any broken or bruised roots and small branches and cut the heavy canes back to about six or eight inches above the graft or union of the root stock. (See Fig. 1.)

Dig a hole large and deep enough so that the top of the graft will be at least three inches below the ground level, with the roots extended in a natural position. (See Fig. 2.)

Set the plant in the hole as shown in Fig. 3.

Fill in the hole with loose dirt and soak with water and after

refilling the hole use both feet to tramp the earth firmly around the roots. (See Fig. 4.)

Then cut back the top to four or five inches as shown in Fig. 5. All our Roses are pruned before shipping but should be pruned back farther as indicated above.

## CULTIVATION

The roots of roses should not be disturbed but the surface of the bed should be kept cultivated to a depth of two or three inches by going over it every week or ten days. If this dust mulch is maintained it will conserve the moisture and save a great deal of labor in watering. Should the beds become too dry, soak them thoroughly by allowing the water to run directly on the ground and after the surface begins to dry, cultivate as above.

## PRUNING

Roses should never be allowed to go unpruned from year to year. The Teas and Hybrid Teas, commonly known as everblooming or monthly blooming roses, bloom on the new wood produced each growing season and only three or four of the most vigorous canes should be left on the plant and these cut back to a height of not over eight or ten inches above the ground level. The Perpetual, Hybrid Perpetuals and allied families of bush roses should be reduced about one-half and thinned by taking the weak canes and stems out.

Climbing roses as a rule should not be pruned heavily after the first year. The frame work branches should be trained against the wall or fence and may be shortened in after years if desired.

Each season the weak and dead branches should be removed on all types of climbers. Those listed as monthly bloomers should be pruned more heavily than the varieties which bloom only once or twice during the season for the reason that they bloom on new wood during the growing season while those making a large burst of flowers in the spring and only intermittently thereafter usually bloom on wood grown the preceding year. Probably the best time to prune roses in this latitude is during the month of January or the early part of February.

## WINTER PROTECTION

Roses need very little protection in this climate and if about six or eight inches of dirt is pulled to the plants after they become dormant there will be little or no loss from cold weather. In the North it is well to mound this dirt up and after the first heavy freeze cut the tops back about half and work strawy manure, leaves or evergreen boughs over the canes, taking care that they are not smothered with too much material over them.

## CUT ROSES

Roses should be cut when the buds begin to open with as long a stem as it is possible to secure and still leave a stub or spur on the main cane long enough to carry one or two leaf stems. At the base of each of the leaf stems will be noticed a bud or eye and when one or two of these are left on the remaining spur they will force out new flower stems and produce many more flowers than bushes where the stems are cut too close to the main cane.

## FERTILIZERS

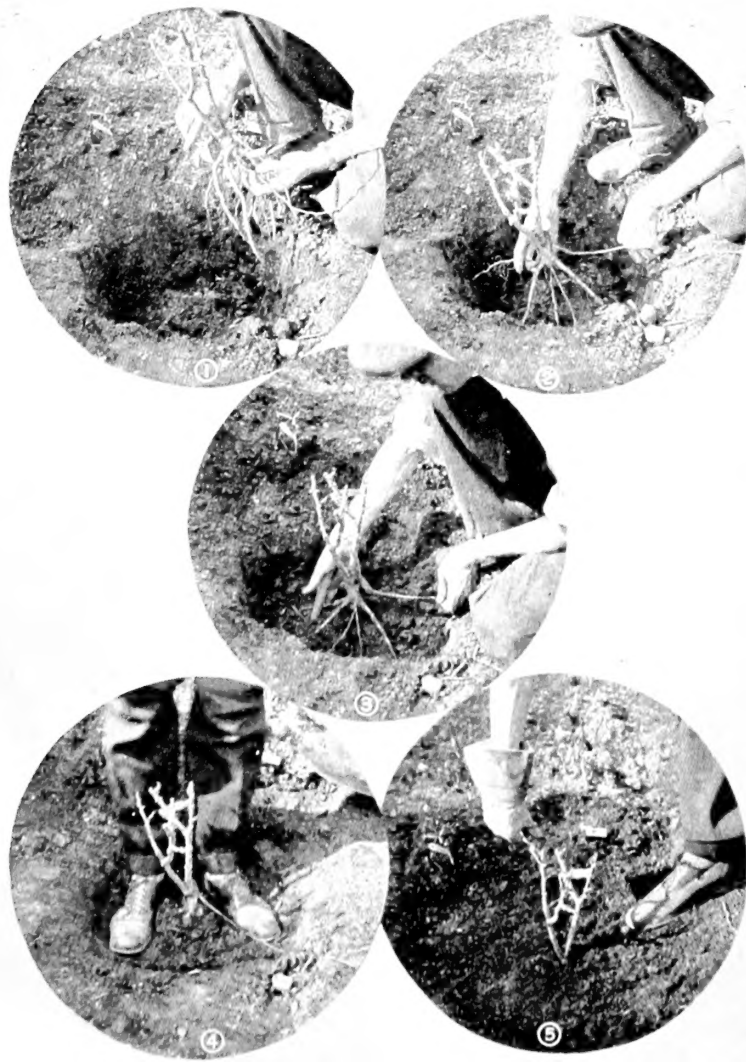
After the plants begin to grow, they will need some extra feeding. We recommend Vigoro as it seems to be a complete plant-food. It was used in the noted Rose-garden of the Century of Progress, Chicago, and is a success in private gardens. Full directions for use are supplied with each package. Covering the bed through the summer with Peat Moss, leaves, or a similar substance, to a depth of three to four inches will conserve moisture and keep the surface free from weeds. The soil does not need to be cultivated when so covered.

Caution should be taken to see that no fertilizer comes in direct contact with the roots and under no circumstances should it be placed under the plant at the time of planting.

## CONTROLLING INSECTS

Mildew and Blackspot are the worst enemies of roses and prevention is a great deal easier than attempting to cure the disease. Dust the plants thoroughly every two or three weeks with a dust made of nine parts sulphur and one part arsenate of lead.

Chewing insects and green plant lice can easily be controlled by spraying with a solution of arsenate of lead, nicotine or other reliable sprays on the market used according to the direction of the manufacturers.





# McCLUNG'S—

## *The Loveliest of All Roses*

Among all the flowering shrubs that grace the garden, none can compare to the Rose. Of diverse color and character of foliage, of endless design and color of blooms, it lends itself to a wider range of decoration than any other single group of plants. The Rose is truly termed "The Queen of Flowers." And no garden or planting scheme is complete without its Rose bed.

Varieies marked with an asterisk (\*) are illustrated

**AMERICAN BEAUTY.** Large, globular, crimson buds. A very popular variety which always wins great admiration with its beauty and perfume.

**\*AMI QUINARD.** Striking semi-double Rose of very dark crimson-maroon, produce freely on tall semi-shrubby plants. Buds. Beautiful color. Striking.

**BETTY GRACE CLARK.** One of our best new roses. Fragrant flowers of tawny yellow and apricot. Stems long and stiff, making the blooms excellent for cutting. Very vigorous and free-blooming.

**\*BETTY UPRICHARD.** Copper-red buds, opening to semi-double, large blooms of delicate salmon-pink, with reverse carmine having coppery sheen. One of the best bloomers.

**\*BRIARCLIFF.** Very much like Columbia but a deeper rose-pink. Good growth and free flowering.

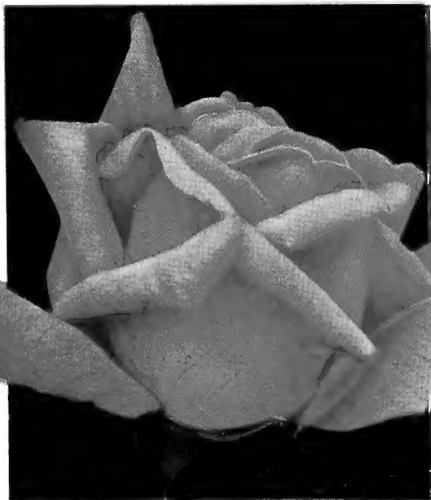
**\*CALEDONIA.** Modern white Rose with long, exquisite creamy white buds opening to beautifully shaped, snowy flowers. Plants are very strong and bloom over a long period.

**COCHET WHITE.** Large, double blooms with a very light lemon-yellow tint at the center. Vigorous, upright-growing plant that blooms abundantly during the whole season.

**\*COLUMBIA.** Words fail to do justice to this marvelous Rose. It is a very beautiful peach-pink, deepening as it opens. Superior shaped buds on very long and nearly thornless stems. Very hardy.



AMI QUINARD



BETTY UPRICHARD



BRIARCLIFF



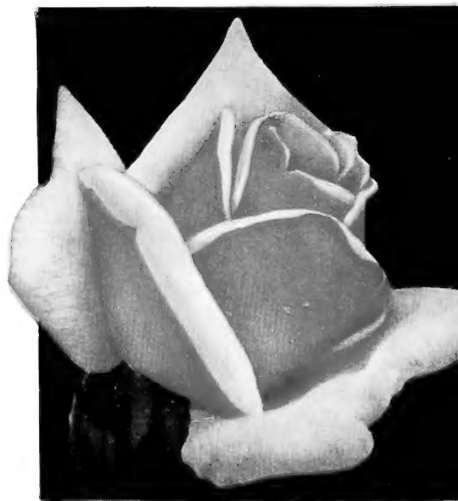
CALEDONIA

### CONDESA DE SASTAGO.

One of the few Pernetianas which thrive in Southern gardens. The backs of the petals are golden yellow while the inside is reddish copper. This variety is so good that it has been awarded several medals and certificates of merit, both in America and in Europe, since its introduction.

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All Roses Listed in this  
Catalog Are Shipped  
Postpaid.



COLUMBIA

# McCLUNG'S ROSES—

*Bring New Charm to Your Home*



DAME EDITH HELEN

**CRUSADER.** Crimson buds of moderate size and excellent shape.

**\*CUBA.** Vivid orange-scarlet buds opening into copper-red and orange-vermilion blooms. A very showy variety.

**DAILY MAIL.** This is a new rose and we think the name should cause you to include it with your order by daily mail. Its blooms are crimson, shaded maroon and vermilion. A very pretty rose indeed.



CUBA

**DAINTY BESS.** Single flowers which are often 3 inches across. The color is a pure flesh-pink with tints of old-rose on the reverse of the petal. A variety that has attracted a great deal of attention, as the flowers are at times nearly square, somewhat after the fashion of clematis.

**\*DAME EDITH HELEN.** A superb variety for spring and autumn blooms, as the flowers are at their best in hot weather. The color is a clear rich pink, making the flowers superb for exhibition purposes. Stems are long and strong, thus supporting the flowers when on display.

**EDEL.** Very large, well-built, stately blooms of pure ivory-white and lovely globular form; fragrance slight. Plant very vigorous, bearing its bold blooms on erect stems; foliage quite good.

**\*EDITH NELLIE PERKINS.** Long-pointed buds, rich orange outside and salmon-pink inside. Fairly double blooms with a golden underglow.

**EDITOR McFARLAND.** Among the finest of the deep pink Roses. The color, which is a clear brilliant pink, holds all through the season. The blooms are fragrant, carried on long stems and extremely desirable for cutting.

**\*E. G. HILL.** Dazzling red blooms that shade to deep crimson without a touch of blue. Exceedingly good garden Rose, vigorous, free flowering, and making friends even among the most critical growers of Roses. It seems to hold the color well even under scorching suns.



EDITH NELLIE PERKINS



E. G. HILL



ETOILE de HOLLANDE

## ELSIE'S FAVORITE SIX ROSES



ELSIE McCLUNG

My one wish is that every little girl in America could have these six roses that my daddy grows. They are so pretty and sweet and make you feel so happy when you can go and cut your very own. Here are the six I like best: Luxembourg, Golden Dawn, Red Radiance, Pink Radiance, Talisman and Francis Scott Key. ELSIE'S favorite. Six. (All No. 1)

Postpaid

**\$1.15**



# Plant **McCLUNG'S ROSES**— *Make a House a Home*

## **\*ETOILE de HOLLANDE.**

Very large, well-built, brilliant red blooms; fragrant. One of the best new garden Roses.

(Illustrated on Page 6)

## **FRANK W. DUNLOP.**

Deep rose-pink, large, pointed buds open to full fragrant blooms on long stems. Free flowering, strong, healthy grower.

## **\*FRANCIS SCOTT KEY.**

One of the largest reds. Easy to cultivate. Its color is a beautiful crimson-red, shading to cerise, and it has a profusion



**FRANCIS SCOTT KEY**



**IMPERIAL POTENTATE**



**GOLDEN DAWN**



**FRANK W. DUNLAP**

of petals opening to a higher center. Thrifty grower. Very hardy. Beautiful foliage. Wonderful for cut-flowers.

**FRAU KARL DRUSCHKI (Hybrid Perpetual).** The buds are slightly tinted with pink but open into snow-white blooms. The flowers are enormous and are borne very freely until about the first of July. Under favorable conditions a second blooming period may come in early autumn. The plant is extremely strong growing, often reaching 8 feet in height.

**GORGEOUS.** Very double, light yellow blooms, overspread with copper and orange in vivid hues. Good foliage.

**\*GOLDEN DAWN.** A wonderful bedding Rose with massive buds, opening to lemon-yellow flowers of excellent form. Rates high as the best all-round yellow garden Rose.

**HADLEY.** A rich crimson-red flower with velvety texture. Moderate in bloom and growth. Highly recommended for cut-flowers.

**\*IMPERIAL POTENTATE.** Dark, shining rose-pink, shaded lighter on reverse of petals.

**INDEPENDENCE DAY.** Long-pointed buds and double flowers of deep golden salmon, with a tint of copper. Unusually free blooming.

**JOANNA HILL.** Very double bloom with Indian-yellow center, surrounded by bold, buff petals.

**JONKHEER J. L. MOCK.** Rosy pink, almost silver-white, reverse of petals deep carmine-pink. Blooms of magnificent size on long, erect canes.

**JULIEN POTIN.** A fine clear yellow Rose of vigorous, erect habit, with very shapely flowers of good yellow.

## **\*KAISERIN AUGUSTE VIKTORIA.**

Queen of the white Roses. Pure white with never a tinge of pink. Splendid large buds and superb, full double blooms. A continuous and profuse bloomer. We consider this rose our very best white. It has been chosen by vote of the American Society as one of the best 12 Roses in America.

**KILLARNEY, WHITE.** Pure white sport of above, and identical in shape and blooming qualities.

**We have no agents. Send all orders direct to us at Tyler, Texas.**

## **CHRISTINE'S FAVORITE DOZEN**



**CHRISTINE McCLUNG**

I like all the roses Elsie likes but, my goodness, out of all the roses Daddy grows I couldn't stop with just six. They are all so very pretty, but I know any little girl my age would be happy with my dozen. Christine's dozen. (All No. 1) Ami Quinard, Betty Uprichard, Columbia, Caledonia, Betty Grace Clark, Etoile de Hollande, K. A. Viktoria, E. G. Hill, Pink Killarney, Mrs. Pierre S. DuPont, Mev. G. A. Van Rossem, Pres. Herbert Hoover.

Postpaid.....

**\$2.25**

# The "PATENT"

Not all the pleasure of deciding just what to plant. Then, there is the thrill of waiting for the plants until you are ready to plant them. Thousands of Rose-lovers

**All Patented Rose  
Are Priced 3 at the  
Dozen Rate**

## McGREDY'S SUNSET

(McGredy, Ireland)  
(Plant Patent Applied For)

As glorious as a summer sunset. The petals are clear buttercup-yellow, tipped orange on the outside and chrome-yellow flushed with scarlet on the inside. As the bloom expands the color is intensified and it is at its best when fully opened. Flowers are of medium size, full and shaped, and for a while the petals remain symmetrically curled like a camellia. Very sun-resistant. Excellent in all weather. Certificate of Merit, N. R. S. 1936. Each, \$1.50; per dozen, \$15.00.

## McGREDY'S TRIUMPH

(McGredy, Ireland)  
Plant Patent No. 190

The color-tone is even throughout, reminding one of a brilliant straw-colored flushed scarlet and crimson. The flowers are very large, full, and of perfect shape. Addition to the brilliant and unusual coloring of the flowers, the extraordinary freedom with which they open, with its something to show the very day has been made. N. R. S. 1934. Award of Merit, Glasgow and West of Scotland Horticultural Society. Five Medal, England 1935. Each, \$1.25; per dozen, \$12.50.



COUNTESS VANDAL

## COUNTESS VANDAL

(Plant Patent No. 38). Its long, pointed buds are coppery salmon and golden yellow, opening to large, frizzy pink flowers frequently over five inches wide. Long, deep petals reflex in a graceful manner, giving it exquisite delicacy of form unapproached by Roses of similar size. Frizzy foliage. Upright, vigorous, prolific flowering habit. Each, \$1.00; per dozen, \$10.00.

## ECLIPSE

(Plant Patent No. 173). The international sensation of the year, awarded prizes at Rome, Paris, and other test gardens. The long, narrow, pointed buds, enhanced by ornamental sepals, is of rich and without shading. Petals are large and tough, but not numerous, covering the bud to the very base in the autumn. Each, \$1.25; per dozen, \$12.50.

# ristocrats of Your Rose Garden

## ED ROSES"

es in the bloom of a new Rose. First, there is the  
ich of the latest Rose creations to plant.  
of anticipation from the time you set out the precious  
ed with the first of many lovely blooms. Yes, thou-  
—there's no greater thrill than growing the New

Rose Creations." Some of these New Roses will become famous and household  
words throughout the world, like Dorothy Perkins, Marechal Niel and American  
Beauty. But you can be among the very first now to enjoy them in your own  
garden, to display these beautiful new blooms at Rose shows or the flower show  
of your garden club.

### DICKSON'S RED

(Plant Patent Applied For)  
Illustrated on Outside Front Cover

A new arrival from the Emerald Isle. Red as the lips of a pretty Colleen—and  
just as bewitching. The color holds, too, does not blue with age. A sturdy rose  
that thrives in the hottest summer and blooms unceasingly. Certain to be the  
"Queen of Roses" for 1940. Very fragrant with large, full blooms on long stems.  
AWARDS: Gold Medal of the National Rose Society of England, Clay Cup for  
Fragrance, First Award for Hybrid Teas of "All-America Rose Selections" for  
1940.

Price each, \$1.50; per dozen, \$16.20.

### FRANKLIN D. ROOSEVELT

(Patent Pending)

A sport of Betty Uprichard, it performs even better. This plant occurs as a bush  
and a semi-climber. The bloom is a bright red, opening to a well formed blossom  
which fades to a rose purple with an overflow of amber and contains from 20  
to 30 petals. It has a pleasing fragrance and is a prolific, continuous bloomer.  
The blooms are about 3½ inches in diameter when opened and are very  
desirable for cut flowers. The blooms occur both in clusters and single blooms.  
It is a hardy plant, a thrifty grower and adaptable to almost any soil. We have  
no hesitancy in proclaiming this rose will prove a delightful addition to your  
garden. Each, 60c; per dozen, \$6.00.



TEXAS CENTENNIAL

### TEXAS CENTENNIAL

(Plant Patent No. 162). A sport of the noted  
President Herbert Hoover. Blooms are large, bril-  
liant vermilion-red, with touch of gold at base of  
petals, while center of flower shows slight shade  
of red. As the blooms mature the color slowly  
changes to a deep rich pink. Produces a delicate  
fragrance, has nice long stems, two-year-old field  
grown plants. Each, 60c; per dozen, \$6.00.

### BLAZE

Illustrated in Color on Outside Back Cover  
Plant Patent No. 10

Acclaimed by the nation as the only hardy  
everblooming scarlet climber. Blaze combines the  
vigor, beauty, and hardiness of Paul's Scarlet  
Climber with the everblooming qualities of a fa-  
vorite everblooming Rose. Propagated from bloom-  
ing wood. Each, \$1.00; per dozen, \$10.00.



Plant Patent Pending

FRANKLIN D. ROOSEVELT



COUNTESS VANDAL

PLANT PATENT NO. 38

## COUNTESS VANDAL

(Plant Patent No. 38). Its long, pointed buds are coppery salmon and golden yellow, opening to large, bronzy pink flowers frequently over five inches wide. Long, deep petals reflex in a graceful manner, giving it exquisite delicacy of form unapproached by Roses of similar size. Bronzy foliage. Upright, vigorous; prolific flowering habit. **Each, \$1.00; per dozen, \$10.00.**

## ECLIPSE

(Plant Patent No. 172). The international sensation of the year, awarded prizes in Rome, Paris, and other test-gardens. The long, stream-lined bud, enhanced by ornamental sepals, is of rich gold without shading. Petals are large and tough, but not numerous, averaging 20 to 25, with more in the autumn. **Each, \$1.25; per dozen, \$12.50.**

# The Aristocrats of Your Rose Garden

## "PATENTED ROSES"

Not all the pleasure comes in the bloom of a new Rose. First, there is the pleasure of deciding just which of the latest Rose creations to plant.

Then, there is the thrill of anticipation from the time you set out the precious plants until you are rewarded with the first of many lovely blooms. Yes, thousands of Rose-lovers attest—"there's no greater thrill than growing the New

Rose Creations." Some of these New Roses will become famous and household words throughout the world, like Dorothy Perkins, Marechal Niel and American Beauty. But you can be among the very first now to enjoy them in your own garden, to display these beautiful new blooms at Rose shows or the flower show of your garden club.

### All Patented Roses Are Priced 3 at the Dozen Rate

#### McGREDY'S SUNSET

(McGredy, Ireland)

(Plant Patent Applied For)

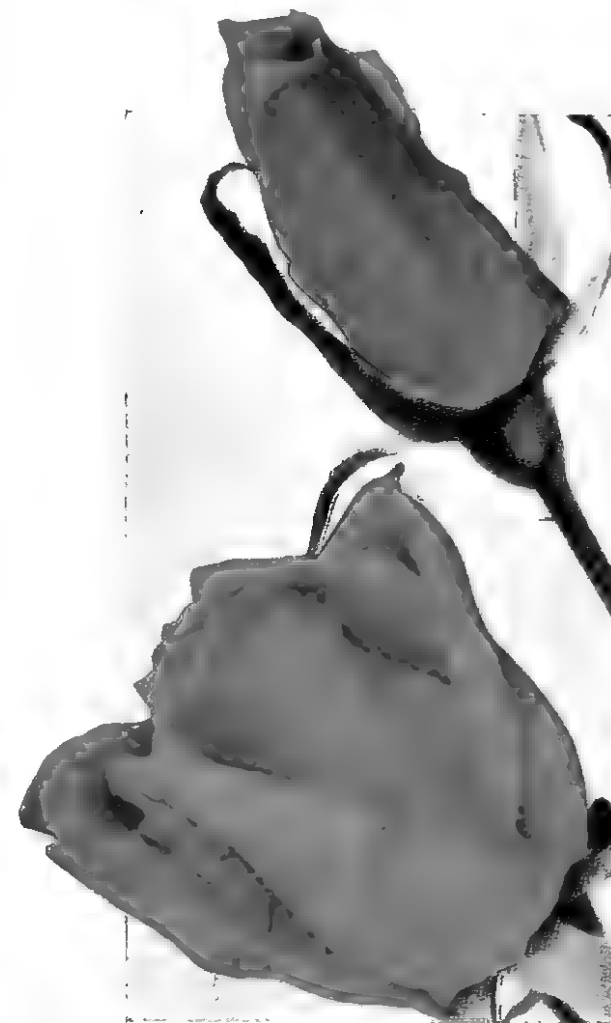
As glorious as a summer sunset. The petals are a clear buttercup-yellow, tipped orange on the outside, and chrome-yellow, flushed with scarlet on the inside. As the bloom expands the color is intensified and it is at its best when fully opened. Flowers are of medium size, full and shapely, and for a while the petals remain symmetrically curled like a camelia. Very sun-resistant. Excellent in hot weather. Certificate of Merit, N. R. S., 1936. **Each, \$1.50; dozen, \$15.00.**

#### McGREDY'S TRIUMPH

(McGredy, Ireland)

Plant Patent No. 190

The color-tone is even throughout, reminding one of a brilliant strawberry, blushed scarlet and orange. The flowers are very large, full, and of perfect shape. In addition to the brilliant and unusual coloring of the flowers, the extraordinary freedom, vigor and habit of growth is something far from the every-day Rose. Gold Medal, N. R. S. 1932; Award of Merit, Glasgow and West of Scotland Horticultural Society; Silver Medal, Portland, 1937. **Each, \$1.25; per dozen, \$12.50.**



TEXAS CENTENNIAL

## TEXAS CENTENNIAL

(Plant Patent No. 162). A sport of the noted President Herbert Hoover. Blooms are large, brilliant vermilion-red, with touch of gold at base of petals, while center of flower shows slight shade of red. As the blooms mature the color slowly changes to a deep rich pink. Produces a delicate fragrance, has nice long stems, two-year-old field grown plants. **Each, 60c; per dozen, \$6.00.**

## BLAZE

Illustrated in Color on Outside Back Cover  
Plant Patent No. 10

Acclaimed by the nation as the only hardy everblooming scarlet climber. Blaze combines the vigor, beauty, and hardiness of Paul's Scarlet Climber with the everblooming qualities of a favorite everblooming Rose. Propagated from blooming wood. **Each, \$1.00; per dozen, \$10.00.**

## DICKSON'S RED

(Plant Patent Applied For)  
Illustrated on Outside Front Cover

A new arrival from the Emerald Isle. Red as the lips of a pretty Colleen—and just as bewitching. The color holds, too, does not blue with age. A sturdy rose that thrives in the hottest summer and blooms unceasingly. Certain to be the "Queen of Roses" for 1940. Very fragrant with large, full blooms on long stems. **AWARDS:** Gold Medal of the National Rose Society of England, Clay Cup for Fragrance, First Award for Hybrid Teas of "All-America Rose Selections" for 1940.

Price each, \$1.50; per dozen, \$16.20.

## FRANKLIN D. ROOSEVELT

(Patent Pending)

A sport of Betty Uprichard, it performs even better. This plant occurs as a bush and a semi-climber. The bloom is a bright red, opening to a well formed blossom which fades to a rose purple with an overflow of amber and contains from 20 to 30 petals. It has a pleasing fragrance and is a prolific, continuous bloomer. The blooms are about 3½ inches in diameter when opened and are very desirable for cut flowers. The blooms occur both in clusters and single blooms. It is a hardy plant, a thrifty grower and adaptable to almost any soil. We have no hesitancy in proclaiming this rose will prove a delightful addition to your garden. **Each, 60c; per dozen, \$6.00.**



Plant Patent Pending

FRANKLIN D. ROOSEVELT





# McCLUNG'S ROSES *for Beauty and Fragrance*



KILLARNEY, PINK

**\*KILLARNEY, PINK.** Bright sparkling pink flowers, some from long pointed buds. Popular both for the garden and for growing under glass. It is a strong robust plant giving flowers liberally.

**LADY HILLINGDON.** Double apricot yellow with some light darker pointed buds. A very free-flowing variety and a strong vigorous Rose. Tidy, sturdy, spreading growth.

**\*LOS ANGELES.** Flowers bright sunny pink, mostly double with some as and gold.

**\*LUXEMBOURG.** Flowers deep orange, much larger than Summer Last pointed buds on graceful stems. Beautiful foliage. Strong sturdy growth. The best and most beautiful deep yellow Rose we have ever grown.

**MARGARET McGREDY.** Orange-yellowish flowers with light green, healthy foliage. One of the best for home-gardens.

**MRS. CHARLES BELL (Shell-Pink Radiance).** A sport of Bachelor and like it except its color a very even shade of soft clear shell-pink.

**MRS. ERSKINE PEMBROKE THOM.** The first to break open into perfectly shaped flowers of rich lemon-yellow.

**MRS. HENRY BOWLES.** A highly recommended variety with clear pink flowers which shade slightly lighter as they open. The blooms are reasonably high centered and remain in good condition for many days after cutting.

**MRS. HENRY MORSE.** The flowers are bright pink with silvery shadings

**\*MRS. PIERRE S. du PONT.** A bright, unfolding yellow of the deeper variety. Beautifully shaped flowers, known for its prolific bloom and healthy habit.

**\*MEV. G. A. VAN ROSSEM.** Glowing orange or apricot colored buds which open to bright golden yellow flowers streaked and veined with orange very beautiful.

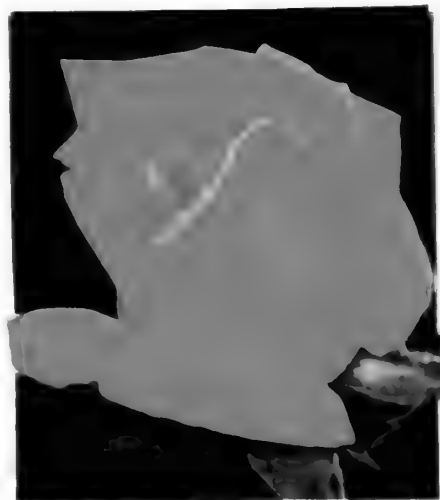
**MISS ROWENA THOM.** Blooms of brilliant satiny pink, with orange flame center.

**MME. BUTTERFLY.** An extra fine Rose which should be in every garden. Both the buds and the open bloom are light pink with tints of gold near the base of the petals; richly perfumed. The plant is strong growing and throws up many stems surmounted with sprays of flowers. Most naturally can be depended on to bloom under trying conditions.

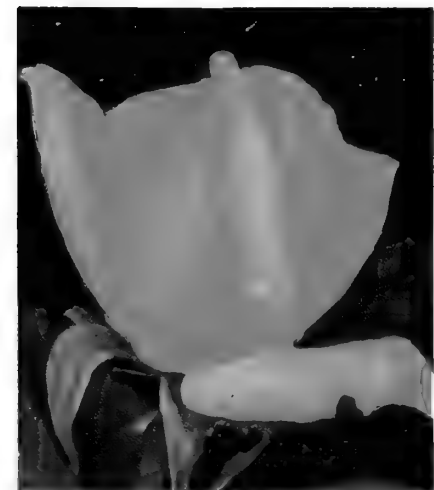
**MME. EDOUARD HERRIOT.** The original of all the bright orange pink varieties.

**PADRE.** Golden yellow, streaked with pink and red. One of the best new Roses.

**PAUL NEYRON.** The first of the latest pink Roses, the world's most beautiful and most robust. It will make a fine bouquet.



LUXEMBOURG



MEV. G. A. VAN ROSSEM



MRS. PIERRE S. du PONT



LOS ANGELES

Be sure to include  
McClung's Lucky 8 offer  
with your order.



# Delight Your Eye—Plant McCLUNG'S ROSES

**\*PINK RADIANCE.** America's leading Rose, according to the decision of the American Rose Society. It is indeed a beautiful pink Rose, with large-pointed buds of clear, even shade of pink, opening into tulip-shaped blossom on long graceful stems. A very thrifty grower with waxy foliage.

**\*PRESIDENT HERBERT HOOVER.** A glorious new multicolored Rose unfolding its broad, thick petals unhurriedly from the beautiful pointed bud. Vivid cerise-pink, softly flamed with yellow, orange, and scarlet; this combination most emphatic on the reverse. The perfume is exquisite; the foliage ornamental.

**\*RAPTURE.** Somewhat similar to Mme. Butterfly and others of that class, although the blooms seem to have a more delicate coloring. The buds and the flowers are glowing pink and produced in great profusion on strong plants.

**\*RED RADIANCE.** With this variety and Pink Radiance you have the beginning of a satisfactory and successful Rose-garden. Possibly no two Roses have attained such high popularity, or been used more extensively in American gardens. The blooms of Red Radiance are deep rose-red, and freely produced all summer. Its half-open buds are lovely, and develop into large flowers that are desirable in the garden and superb for indoor decoration.

**REV. F. PAGE-ROBERTS.** Double golden yellow blooms. Free blooming in spring and fall.

**\*ROSLYN.** Beautiful, tapering buds and large double flowers of golden yellow with orange shadings on the reverse of the petals. Undoubtedly one of the outstanding garden yellows. (Illustrated on Page 12.)

**SENSATION.** A descendant of the reliable Hoosier Beauty and Premier, with the good qualities of both parents. The flowers are very large, full, double, and sweetly scented with 45 or more petals; the color is scarlet-crimson with markings of maroon. A satisfactory Rose because of the quality of the blooms, which are borne singly on long stems, the color, and the free-flowering habit of the plant.

**SISTER THERESE.** The chrome-yellow buds tinged with carmine and the lighter yellow open blooms, spicily fragrant, with deeper tones of apricot and gold, are always beautiful to behold.

**SOUV. de CLAUDIUS PERNET.** The sensation of the day in yellow Roses. Large, sunflower-yellow blooms, perfectly formed; very fragrant. Dark, glossy foliage. Vigorous growth.

**SUNBURST.** Another leading yellow. The color is golden orange and deep yellow, varying at different stages of development.

**\*TALISMAN.** The most gorgeous assemblage of colors in one flower ever presented by a Rose. The strong colors exhibited mostly, are: gold, apricot-yellow, blood-orange, deep pink and old-rose. The bud is long and shapely, developing into medium-sized, compactly double flowers. Free bloomer; glossy foliage.



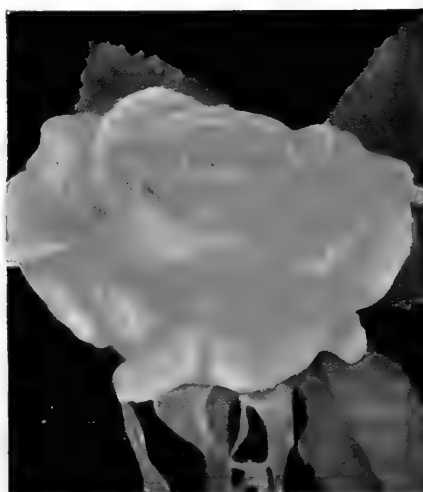
PINK RADIANCE



RED RADIANCE



PRES. HERBERT HOOVER



TALISMAN



RAPTURE

# Every **McCLUNG ROSE** Has Bloomed Freely and Profusely for One Year in Our Fields, Before Being Shipped to You



**ROSLYN** (See Page 11)

**WHITE AMERICAN BEAUTY** (Frau Karl Druschki). This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink as it begins to open, but develops into a pure white blossom. It has held its own in competition with all the new Roses introduced since 1900, and it will take a good one to beat it.

**WILLIAM F. DREER.** Very large buds and flowers of deep rose-pink; highly perfumed. Blooms freely.

**\*WILLOWMERE.** A medium-sized, long-pointed bud carries tints of carmine and coral-red; the open bloom is of medium size, double, and full centered. In color the flower is shrimp-pink, with a shade of yellow at the heart of the bloom, and tones of carmine-pink at the edges of the petals. The plant grows freely, with light green foliage and few thorns. Blooms early, and intermittently all the season.

Be Sure to Include One of  
**McClung's Lucky Eight  
Collections**

(See Page 14)



**WILLOWMERE**

## BEST CLIMBER COLLECTION

**3** OF THE NEWER AND BETTER CLIMBERS  
Two-year field-grown and budded. Postpaid **60¢**

**CLIMBING TALISMAN.** A truly distinctive climber. Fragrant and rich in color shades. Buds are orange-yellow opening into large blooms of salmon-orange, shaded with red and gold.

**CLIMBING COLUMBIA.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**PAUL'S SCARLET CLIMBER.** One of the greatest of the hardy climbers. Combines rapid growth with extreme hardiness and free blooming habit. Brilliant scarlet flowers which are large and last over a long period.

## McCLUNG'S Dwarf Polyantha or **BABY ROSES**



**CECILE BRUNNER** (The Sweetheart Rose)

**BABY ORLEANS.** The showiest and prettiest of the pink Dwarf Polyantha Roses. Small, double, pink Roses from early spring until frost.

**BABY TAUSENSCHON.** Flowers are medium size, white to soft pink, borne in clusters on average stem. Blooms abundantly all season.

**\*CECILE BRUNNER (Sweetheart Rose.)** Small buds and flowers of light pink with yellow base, borne in graceful clusters. Vigorous, faithfully blooming plant. One of the very best Polyanthas for cut-flower use.

**CHATILLON ROSE.** Enormous clusters of bright pink, semi-double blooms. We consider it a fine variety.

**ELLEN POULSEN.** Flowers of bright rose-pink, darker toward the edges, borne profusely in large clusters. One of the best baby Roses.

**GEORGE ELGER.** Dainty golden buds and pale cream flowers. The prettiest yellow Polyantha.

**GOLDEN SALMON.** Bright orange-salmon flowers that come in huge clusters. First really orange Polyantha. One of the best.

**IDEAL.** This Rose will give you a great mass of dark scarlet flowers with almost black shadings. The blooms are double and of medium size.

**KATHARINA ZEIMET.** Small, very double, pure white flowers in large clusters. Vigorous, faithfully blooming plants.

## POLY OR BABY ROSE COLLECTION

USE THEM FOR BORDERS AND MASSING EFFECTS

Two-year-old field-grown Baby Beauty collection. One each of Golden Salmon, Ideal, Ellen Poulsen, Katharina Zeimet.

All four of above shipped postpaid

**80¢**

USE THIS ORDER BLANK TODAY

# McCLUNG BROS. ROSE NURSERY

ROUTE 9

TYLER, TEXAS

DATE \_\_\_\_\_, 19\_\_\_\_

SOLD TO \_\_\_\_\_

ROUTE OR STREET \_\_\_\_\_

POST OFFICE \_\_\_\_\_ STATE \_\_\_\_\_

EXPRESS OFFICE \_\_\_\_\_ If different from mail address \_\_\_\_\_

**IMPORTANT NOTICE**—We exercise care to keep all varieties true to name and on proper proof will replace any that are not. Sometimes in late season we may be out of one or two varieties and if you will not allow us to substitute what we think better, please write "Do Not Substitute" here.

QUAN.	VARIETY	JAN.	VARIETY	QUAN.	VARIETY
_____	American Beauty	_____	Margaret McGredy	_____	Ideal
_____	Ami Quinard	_____	Maman Cochet, Pink	_____	Katharina Zeimet
_____	Betty Grace Clark	_____	Mamam Cochet, White	_____	
_____	Betty Uprichard	_____	Mev. G. A. Van Rossem	_____	<b>Climbing Roses</b>
_____	Briarcliff	_____	Miss Rowena Thom	_____	Cl. Pres. Hoover
_____	Caledonia	_____	Mme. Butterfly	_____	Cl. Etoile de Hollande
_____	Columbia	_____	Mrs. Aaron Ward	_____	Cl. Edel
_____	Condensa de Sastago	_____	Mrs. Charles Bell	_____	Cl. Francis Scott Key
_____	Crusader	_____	Mrs. E. P. Thom	_____	Cl. Columbia
_____	Cuba	_____	Mrs. Henry Bowles	_____	Cl. K. A. Victoria
_____	Daily Mail	_____	Mrs. Henry Morse	_____	Cl. Meteor
_____	Dainty Bess	_____	Mrs. Pierre S. du Pont	_____	Cl. Red Radiance
_____	Dame Edith Helen	_____	Padre	_____	Cl. Pink Radiance
_____	Edel	_____	Paul Neyron	_____	Cl. Talisman
_____	Editor McFarland	_____	Pink Radiance	_____	Marechal Niel
_____	Edith Nellie Perkins	_____	Rapture	_____	Paul's Scarlet Climber
_____	E. G. Hill	_____	Red Radiance	_____	
_____	Etoile de Hollande	_____	Rev. F. Page-Roberts	_____	<b>New Patented Roses</b>
_____	Frank F. Dunlop	_____	Roslyn	_____	Dickson's Red, \$1.50
_____	Francis Scott Key	_____	Sensation	_____	McGredy's Triumph, \$1.25
_____	Frau Karl Druschki	_____	Sister Therese	_____	McGredy's Sunset, \$1.50
_____	Golden Dawn	_____	Souv. de Claudius Pernet	_____	Texas Centennial, 60c
_____	Gorgeous	_____	Sunburst	_____	Cl. Blaze, \$1.00
_____	Hadley	_____	Talisman	_____	Eclipse, \$1.25
_____	Imperial Potentate	_____	William F. Dreer	_____	Countess Vandal, \$1.00
_____	Independence Day	_____	Willowmere	_____	Franklin D. Roosevelt, 60c
_____	Joanna Hill	_____	White American Beauty	_____	Elsie's Favorite, six \$1.15
_____	Jonkheer J. L. Mock	_____		_____	Christine's, dozen \$2.25
_____	Julien Potin	_____	<b>Polyantha Roses</b>	_____	McClung's Lucky
_____	K. A. Victoria	_____	Baby Orleans	_____	Eight, \$1.60
_____	Killarney, Pink	_____	Baby Tausendschon	_____	Best Climber
_____	Killarney, White	_____	Cecile Brunner	_____	Collection, 60c
_____	Lady Hillingdon	_____	Chatillon	_____	Poly or Baby Rose
_____	Los Angeles	_____	Ellen Poulsen	_____	Offer, 80c
_____	Luxembourg	_____	George Elger		
		_____	Golden Salmon		

TOTAL NUMBER OF BUSHES \_\_\_\_\_ AMOUNT OF ORDER \$ \_\_\_\_\_

**CAUTION:** Please write your name plainly and check your order carefully before you mail it. Avoid Errors and Delays.

## DO NOT WRITE IN THIS SPACE

Date \_\_\_\_\_ How Shipped \_\_\_\_\_ Cer. Tag No. \_\_\_\_\_ Order No. \_\_\_\_\_

You can do your friends a great favor by sending us their names  
—we will mail them a copy of this Beautiful  
Catalog without obligation

NAME

ADDRESS



FRANCIS SCOTT KEY



TALISMAN



ROSLYN



ETOILE de HOLLANDE

## McClung's 8 Rose Lucky Offer

We are constantly besieged by our amateur friends as to just what are the best Roses to start with. This year we are offering McClung's Lucky 8 Rose offer and the 8 Roses listed in this offer are, in our judgment, the very best from the standpoint of thrifty growth, representative color and quality of bloom. We heartily recommend them to those who do not know "just the varieties to buy."

**REDS**—Red Radiance, Etoile de Hollande, Francis Scott Key.

**YELLOWS**—Luxembourg, Golden Dawn, Roslyn.

**TWO-TONED**—Pres. Herbert Hoover, Talisman.

**McCLUNG'S LUCKY 8 ROSES**

POSTPAID

**\$1.60**



LUXEMBOURG



RADIANCE—RED



PRES. HERBERT HOOVER



GOLDEN DAWN

# McCLUNG'S *Very Select Climbing Roses*

**CL. COLUMBIA.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**EDEL.** A Sport of the Bush. Very large, well-built, stately blooms of pure ivory-white and lovely globular form.

**ETOILE de HOLLANDE.** The brilliant red blooms hold well during hot weather. Well known everywhere and seems to have few serious faults.

**\*CL. FRANCIS SCOTT KEY.** Sport from Francis Scott Key. One of the largest and best crimson-reds. Our own propagation; no others have it. A strong climber and perfectly hardy.

**\*CL. KAISERIN AUGUSTE VIKTORIA.** The best white climbing Rose. Pure white, shading at base of petals to a light cream; very fragrant.

**CL. METEOR.** Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

**\*CL. PINK RADIANCE.** Combining all the characteristics and color of Pink Radiance except that it is a climber.

**CL. PRESIDENT HOOVER.** This sport of the famous President Hoover Rose has the same long, straight stems and quantities of lovely flowers as its parent.

**CL. RED RADIANCE.** A sport of Red Radiance, and like it except that it is a vigorous climber.

**\*CL. TALISMAN.** Same as Talisman, except its climbing habit.

**MARECHAL NIEL.** This is an old favorite beautiful yellow which still holds its prestige.

**\*PAUL'S SCARLET CLIMBER.** No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar Rose when trained to a stake.



CL. TALISMAN

(Below) PAUL'S SCARLET CLIMBER



CL. K. A. VIKTORIA



CL. PINK RADIANCE



CL. FRANCIS SCOTT KEY

Designed and Printed by  
THE MAHON COLOR PRES : Horticultural Printers  
DALLAS TEXAS





© J. A. P. CO.

**BLAZE**

A Climber of Unusual Merit

See Page 9

**McCLUNG BROS. ROSE NURSERY**  
**TYLER, TEXAS**

Route 9

Phone 9070-F4